

Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

BBA, Semester-4<sup>th</sup>

**BUSINESS RESEARCH METHODS**

Subject Code: BBA 401-18

M.Code: 77423

Date of Examination: 09-12-2025

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q.No.	Question	Course Outcome	Bloom's Level
<b>SECTION-A</b>			
1.	Answer briefly:		
a.	Define literature review.	CO1	L1
b.	List two limitations of undertaking the research.	CO1	L1
c.	What are the types of experimental errors?	CO2	L1
d.	Compare the terms probability and non-probability techniques.	CO3	L2
e.	Interpret the term measurement.	CO4	L2

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f.	Summarize the scope of management research.	CO2	L2
g.	Contrast the concept of primary data from secondary data.	CO3	L2
h.	Outline the steps in the process of designing a questionnaire.	CO4	L2
i.	Why are research reports prepared?	CO5	L1
j.	Illustrate the different components of data analysis.	CO5	L2
<b>SECTION-B</b>			
<b>UNIT-I</b>			
2.	Identify and explain the steps for research in detail.	CO1	L3
3.	Examine the term "Research Design" along with its types.	CO2	L4
<b>UNIT-II</b>			
4.	Make use of examples to differentiate various methods of data collection with their advantages and limitations.	CO3	L3
5.	"It is important to make a choice between census and sample." Interpret upon the statement and mention the advantages and disadvantages of census and sample.	CO3	L5
<b>UNIT-III</b>			
6.	Explain the various scaling techniques in detail.	CO4	L5
7.	Classify the questionnaire on different basis used to undertake the research.	CO4	L4
<b>UNIT-IV</b>			
8.	Develop the guidelines for writing a report.	CO5	L3
9.	"Report writing is more an art that hinges upon practice and experience." Justify the statement with the research report format in detail.	CO5	L5

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**BBA, Semester-4<sup>th</sup>**  
**HUMAN RESOURCE MANAGEMENT**  
**Subject Code: BBA 402-18**  
**M.Code: 77424**  
**Date of Examination: 13-12-2025**

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
<b>SECTION-A</b>			
1.	Answer briefly:		
a.	List the new trends in HRM due to Deregulation.	CO1	L1
b.	Show the factors affecting HRP.	CO1	L1
c.	Recall the meaning of Job Analysis.	CO2	L1
d.	Explain the term Placement.	CO2	L2
e.	Define Career Development.	CO3	L1
f.	Summarize the need for training.	CO3	L2
g.	What do you mean by the Piece wage.	CO4	L1
h.	Outline the modern methods of Performance Appraisal.	CO4	L2
i.	Classify the types of disputes.	CO5	L2

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j.	Illustrate the factors influencing Industrial Relations.	CO5	L2
<b>SECTION-B</b>			
<b>UNIT-I</b>			
2.	Identify the new trends in HRM due to technological advancements.	CO1	L3
3.	Examine the meaning and steps of manpower planning.	CO1	L4
<b>UNIT-II</b>			
4.	Identify the sources of recruitment in detail.	CO2	L3
5.	Examine the meaning of HRM and functions performed by HR managers.	CO2	L5
<b>UNIT-III</b>			
6.	Examine the meaning and different types of incentives.	CO3	L4
7.	Explain the meaning and process of training in detail.	CO3	L5
<b>UNIT-IV</b>			
8.	Construct the meaning of compensation and the aspects to be looked into while designing a compensation system for an organization.	CO4	L3
9.	Determine the importance and challenges of Industrial relations in detail.	CO5	L5

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BBA, Semester- 4<sup>th</sup>

**BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY**

Subject Code: BBASEC 401-18

M.Code: 77427

Date of Examination: 23-12-2025

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each carrying TEN marks each and student has to attempt any ONE question from each subsection.

Q. No.	Question	Course Outcome	Bloom's Level
<b>SECTION-A</b>			
1.	Answer briefly:		
a.	What do you mean by business ethics?	CO1	L1
b.	Compare ethics and morals.	CO1	L2
c.	Define the concept of total quality mind.	CO2	L1
d.	Illustrate unethical practices against employees.	CO2	L2
e.	What do you understand about foundational human values?	CO3	L1
f.	Outline the drivers of CSR?	CO3	L2
g.	Differentiate between the intellectual-rational brain and the holistic-spiritual brain.	CO4	L1
h.	Explain the Whistle Blowing policy.	CO4	L2
i.	What is the importance of sustainability in business?	CO5	L1

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j.	Illustrate millennium development goals (MDG).	CO5	L2
<b>SECTION-B</b>			
<b>UNIT-I</b>			
2.	Identify the meaning of business ethics, and its usefulness for a business organization.	CO1	L3
3.	Analyze the ethical principles that influence consumer protection and marketing practices today.	CO1	L4
<b>UNIT-II</b>			
4.	Identify the key elements that make a code of conduct effective in business organizations.	CO2	L3
5.	Interpret the meaning and significance of human values in managerial behaviour.	CO2	L5
<b>UNIT-III</b>			
6.	Explain the different models of CSR in India.	CO3	L5
7.	Examine the emergence and development of corporate citizenship in India and its role in ethical business practices.	CO3	L4
<b>UNIT-IV</b>			
8.	Identify the major components of the OECD CSR policy tool and their practical applications	CO4	L3
9.	Determine the relevance of the UN Global Compact 2011 guidelines for modern corporations.	CO4	L5

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